



CONTACTS

SEPTEMBER 1952



TALE OF A BIRTHDAY CAKE

In 1915, at the time of the Store's tenth birthday sale, Mr. Charles Mutimer, then with the 8th Battalion in France, was sent a piece of our birthday cake.

Before the cake arrived, Charles Mutimer was wounded and sent to Reading, England. From Reading he went to Shorncliffe, then he was retired to the Third Reserve Battalion and sent to the Records Office in Ottawa.

From Ottawa, sometime later, he returned to his home in Winnipeg where the piece of cake, in a very battered and re-addressed box, but still intact, turned up.

On the day of Eaton's 47th birthday sale, Mr. Mutimer took this same piece of cake in its battered case into the Superintendent's Office.

Here it is, 37 years later!

Our Forty-Seventh Birthday

Our 47th birthday was a record-breaking event and, despite the crowds which poured in all day, there was not the usual number of lost children. One small boy, however, on a visit with his parents from Rivers, became lost in the crowd. True to Eaton hospitality, he was provided with soft drinks, numerous chocolate bars, ice cream sandwiches and comic books while the staff tried to locate his parents. Much against his wishes, he was despatched some time later in a car to his grandmother's home where his parents were visiting.



Company Director Receives Gift

As a memento from his associates in the Western Division, a bronze buffalo desk piece was presented to Mr. J. G. McKee by Mr. A. R. Tucker, general manager, July 31.



Welcome to the West!

A real Western welcome is extended to the President's three sons, John, Fred and Thor, who are visiting their uncle at his farm near Morden, Manitoba. Their visit has a two-fold purpose: first, to give them a fun-filled vacation, and secondly, to let them see how farming is carried on in the Prairies.

Have a real holiday . . . and come back again!

Contact's Cover

As we go to press reports of a bumper crop on the prairies keep coming in. Here is a typical prairie harvesting scene.

RECENT APPOINTMENTS

Winnipeg

Department W901—Basement Store—Gloves, Hosiery, Lingerie, Foundation Garments and House Coats:

MR. A. W. WARREN, assistant.

Department W154A—Investigation:

MR. S. R. HALL, head of department.

Department W1764—Photographic:

MR. F. W. EADES, head of department.

MR. B. HILL, assistant.

Department W1762—Candy Factory:

MR. J. P. STEWART, assistant.

Department W136—City Advertising;

Department W138—Sketching:

MR. J. BRUCE, supervisor.

Department T1660—Cosmetic and Pharmaceutical Work-room;

Department W1760—Drugs and Perfumes:

MR. C. D. BOTTING, Supervisor, resident in Toronto.

Saskatoon

MR. W. M. LYTLE, merchandise manager.

Department S212 — Drugs, Toiletries, Cameras, Books, Stationery, Candies, Jewellery, Holloware, Flatware, Watches, Clocks, Handbags, Leather Goods, Notions, Shoe Findings, Fancy Goods and Wools:

MR. G. M. BOMPAS, head of department.

Calgary

Department C1078—Contracts:

MR. J. V. SPURR, head of department.

Edmonton

Department E928 — Basement Store — Men's and Boys' Clothing and Furnishings, Ladies' Ready-to-Wear, Lingerie, Foundation Garments, Drugs, Stationery, Jewellery, Notions, Piece Goods, Staples, Fancy Goods, Wools, Gloves, Hosiery and Shoes:

MR. A. B. MOTTERSHEAD, assistant responsible for Sections 228, 29, 36 and 37 of Department E928.

Department E1078—Contracts:

MR. R. S. FLOOD, head of department.

Prince Albert

Department PNC212 — Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Jewellery, Holloware, Flatware, Watches, Clocks, Handbags, Leather Goods, Notions, Shoe Findings, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neckwear:

MR. H. McLEAN, head of department.

Department PNC379 — Foodateria — Groceries, Fruits, Meats, Fish, Poultry and Candies:

MR. L. GRANT, assistant.

Vernon Order Office

MISS M. SPARROW, in charge.

Best Wishes on Your Fortieth Anniversary



GEORGE JOHNSON

Mullaghroe, County Sligo, Eire, is the melodious name of George Johnson's birthplace. His 40th anniversary with the M.O. was observed July 18, when the staff of the Money Returns, and a tremendous number of visitors, showered him with gifts including an electric shaver and a Doulton figurine.

With the opening of the Edmonton Mail Order, George moved there and remained till it closed, when he came back to Winnipeg.

He served overseas from 1914 to 1919 with various units, is interested in golf and bowling and the Crescentwood Community Club.

George's wife is the former Jessie Baxter of the M.O. Copying. They have two children, Shirley, married, and Baxter, at school.

* * * *

Congratulations on Your Thirty-Fifth Anniversary

FLORENCE GATES

"She has a heart of gold," is what her friends say about Florence Gates, M.O. Copying, who observed her 35th anniversary with the Company and the department on July 30.

Florence, who is very interested in music, received a record player as a gift from the department. A set of china, sweaters, blouses, lingerie and stockings were also on her piled-up table that anniversary morning. Besides music, Winnipeg-born Florence enjoys knitting.

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1922—Congratulations on Your Thirty Years With Eaton's—1952

SADIE DAIEN (Hosiery) July 10
 ARTHUR JENNER (C.O.D. Cashiers) July 13
 JOHN H. STANLEY (Furniture) July 14
 HERBERT OLIVER
 (M.O. Sporting Goods) July 25
 JACK MOORE (City Despatch) August 9

MRS. JESSIE STOKES
 (Books and Stationery) August 15
 MARION TAYLOR (Drugs) August 18
 WILLIAM MACK (Night Watchmen) August 21
 CHAS. G. BAILEY (Garage) August 21
 WILLIAM FALLS (Painters) August 21
 JOSEPH P. MOORE (Foodateria) August 22

✦ ————— ✦

EATON MEN'S BRIDGE LEAGUE

All members of the League are requested to prepare for the new season. Contact your partner, brush up on your bridge, and try to interest some of your Eaton friends in becoming members. Get set for a successful season.

Any Eaton men wishing to join the League should get in touch with the secretary, Mr. R. Robinson, Eaton Post Office.

ANNIVERSARY ANNOTATION

On Lane Hantscharuk's "25th," which she celebrated on June 22, a pair of vases arrived from "Ben Hogan" Johnston and "Sam Snead" Thompson of the M.O. Operating, with a card congratulating Lane on her 25th. (Whether for her 25th anniversary or making the long hole at Elmhurst in 25 is debatable.) The two Scotchmen requested that Lane return the card for use on her 30th!



Welcome to the EATON Quarter-Century Club

JOHN ALBERT JAMES

Engineer officer with the British Admiralty Transports during the first world war, Bert James of the Power House staff, entered the Quarter-Century Club, August 2. To mark the occasion supervisor Alex Bowman presented him with a travelling bag from the staff.

Bert's summer hobbies are gardening and motor-ing and in the winter he enjoys reading and the odd game of bridge. He is married and has three married daughters, Sheila, Elsa and Stella. Bert is at present on a quarter-century trip to his native Scotland.

DYSART W. MOORE

Another Scotsman, Dysart Moore from Glasgow, now with the M.O. Juveniles, became a member of the Quarter-Century Club, August 1. He was presented with a gladstone bag and a fitted dressing case from the staff and other gifts from his friends.

"Dyce," as he is known, finds The T. Eaton Company a wonderful Company with which to work. His daughters, Janet and Nancy, were both with the Store, and a son, Dysart, is with the T.C.A. in Montreal.

JOHN CURRIE

A third son of Scotland, John Currie from Irvine, Ayrshire, observed his 25th anniversary August 2, when the Delivery Department, where he has spent all of his 25 years, helped him to celebrate. Mr. A. Arnason, supervisor, made the presentation of a Lazyboy chair on behalf of the staff.

John spent nine months' active service with the Army Service Corps as a driver during the second world war. He is a member of the Masonic Empire Lodge No. 127 and the Victoria Curling Club.

WILLIAM JAMES DRIPPS

A beautiful green damask occasional chair was presented to William Dripps by Mr. A. McDonald, assistant, Receiving Staff, on the occasion of Bill's quarter-century anniversary with the Company, August 9 (actual date, August 10).

Bill was born in Portglenone, Ballymena, Ireland, where Timothy Eaton spent his apprenticeship. Bill is a member of John Black United Church, is married and has a daughter, Wilma. He is spending his long holiday at the West Coast.

ALEXANDER PAGE BOWMAN

The genial new supervisor of the Engineers' Department, Mr. Alex Bowman, was welcomed to the Quarter-Century Club by his retiring supervisor, Mr. Alex Murray, who presented his name-sake and successor with a box of fishing tackle and the compliments of the staff. The presentation took place on Mr. Bowman's anniversary, July 20.

Mr. Bowman came to Eaton's from his birth-place in Miami, Manitoba. He is a member of the Masonic lodge and enjoys hunting as well as fishing. He is married and has two sons, James and David.

GEORGE BURNS NIVEN

Yet another Scot, this time from Leith, George Niven from the Basement 5c to \$3.00 Store, became a member of the Eaton Quarter-Century Club on August 1. On behalf of the staff, Mr. L. J. Lewis, head of department, presented golfer George with a set of woods; the M.O. China, through the agency of its head of department, Mr. F. Wonnacott, added a set of iron clubs, and the boys in the Basement Store gave him a Ronson lighter at a stag.

George served with the 16th Battalion during the first world war for three years and was wounded at Vimy. He is a member of the St. Andrew's Society, first vice-president of the Scottish Amateur Athletic Association, and enjoys golf, bowling and curling. He holds the Store record for 321 blood donations.

MARY A. PEARCE

The Beauty Shop staff entertained at Llenrad Harbour on August 7 in honour of one of their members, Mrs. Pearce, who observed her 25th anniversary with the Store on August 8. Mrs. M. E. Cole, head of department, presented Mrs. Pearce with luggage and the good wishes of the staff.

Mary was born in Winnipeg. She has two sons, Charlie, in Vancouver, and Frank, in Winnipeg.

SAMUEL W. McBETH

A stock filler with the Foodateria for over 20 years, Samuel McBeth joined the Quarter-Century Club on July 18. Mr. G. B. Douglass, supervisor, welcomed Sam into the Club and presented him with a radio and a chair.

Sam is an air force veteran of the second world war and bowls with the Foodateria team in the Eaton Bowling League. He is also very interested in baseball.

JEAN SCOTT COLLINS

As Jean was on vacation on July 7, the date of her quarter-century anniversary, a belated party was held July 26 by the staff of the Books and Stationery at Moore's to welcome Jean into the Quarter-Century Club.

In the absence of Mr. W. Bucham, supervisor, Mr. S. C. Florence, head of department, presented Jean with a nest of tables and the best wishes of the staff for a happy future. Jean was born in Clearwater, Manitoba. She is interested in girls' church work.

HERBERT HOULDSWORTH

The Assembly and Packing staff welcomed a Winnipegger, Herbert Houldsworth, into the Quarter-Century Club on July 18. Mr. H. W. Einarson, supervisor, did the honours for the staff by presenting Herbert with an electric floor polisher in honour of his anniversary.

Herbert served overseas with the Royal Regiment of Canada for four years. He is a member of the Despatch Curling Club and is married to a former Eatonian, Alice Bowes, of M.O. Piece Goods. They have a son and daughter, Jim and Sandra.

MYRTLE MILDRED REA (No Picture)

A member of the staff of the Employees' Lunch-room for 25 years, Miss Rea observed her anniversary on July 26.

As Toronto-born Miss Rea has been away ill for some time, presentation of a handbag was made to her at her home by Mr. J. D. Laing, supervisor, who extended the good wishes of the staff along with the gift.

Description of Pictures on Page Five

Top Row—Left to Right: Albert James, Dysart Moore, John Currie, William Dripps.

Centre Inset: Mr. Murray congratulates Mr. Bowman.

Second Row—Left to Right: George Niven, Mary Pearce, Samuel McBeth.

Lower Row—Left: Jean Collins receiving congratulations from Mr. Florence. Right: Herbert Houldsworth receiving gift from Mr. Einarson.



Mr. McCordick presenting gift to Mr. Murray.



Mr. Eaton shaking hands with Mr. McKellar.

A Farewell Party For Two Good Friends

Mr. D. S. McKellar and Mr. A. Murray Feted by Executives

After 42 years, the best part of a lifetime of loyal service, the genial Merchandise Office head of the House Furnishings, Mr. D. S. McKellar, retired on August 2.

Along with Mr. McKellar, Mr. A. Murray, retiring chief engineer, was honoured at a party held by the Store executives at the Fort Garry Hotel on July 21.

Chairman for the evening was Mr. R. M. Pinfold, assistant general manager.

Presentation of a Browning over-and-under 12-gauge shotgun and case was made to Mr. McKellar by Mr. A. R. Tucker, general manager. Mr. R. S. McCordick, vice-president, followed with the presentation to Mr. Murray of a model of the Peterboro Speedster motorboat.

Mr. G. M. Eaton, director, read wires which both guests had received.

Department Also Honours Mr. McKellar

Fifty department heads, assistants and friends of the Home Furnishings group converged on the Managers' Lounge, Thursday, July 31, at 8:30 a.m. with one object in mind, to say their farewells to their retiring chief.

Mr. A. E. Markes, head of department Contract Sales, on behalf of those present, paid tribute to the happy association that Mr. McKellar had developed in his department during his period as supervisor, and with well-chosen words, presented a pair of binoculars in a leather case to the honoured guest. A white ribbon listed the department members.

Mr. McKellar replied in happy vein, reminiscing over the past, the years he had been connected with the House Furnishings' group, and thanked the staff for their loyalty and assistance during his period as supervisor.

Among other departments where Mr. McKellar served were the Heavy Hardware and Implements, where he was for ten years; fifteen years as supervisor of the Winnipeg and Western Foodaterias, and five years with the Merchandise Office.

The good wishes of all their friends in the Western Stores go with Mr. McKellar and Mr. Murray. May they both have a long and happy retirement.



Top Row—Left to right: Mrs. Charland, Ray Young, Gordon Johnsen, Mrs. Barr.
Centre Inset: Robert McMinn.
Lower Row—Left: Melvin Grose. Right: Minnie McSloy

SO LONG, OLD-TIMERS!

Several more members of our Eaton family give us a smile as they leave for their well-earned leisure. Good luck to you all!

Mrs. Edith Charland (Drugs) was presented with a travelling case by Mr. G. P. Blakeman, supervisor, on behalf of the department. A dinner was held at the Nanking by the girls of the Toiletry Counter. The occasion was Mrs. Charland's retirement on July 31, after nearly 10 years' service.

Ray Ephriam Young (M.O. Clothing) who has spent 27½ years with the Company retired July 16. He was presented with an electric razor and a sweater set from the staff by Mr. J. McCay, head of department, who did the honours.

Robert McMinn (Carpenters) received a mantel radio at a stag which the boys held on the occasion of his retirement after over 15 years of service. Mr. Gilbert Eaton, director, made the presentation.

Gordon Johnsen (Business Machines Maintenance) after nearly 12 years' service, retired July 16. He was presented with a club bag at a breakfast in the Grill Room, July 31. Mr. J. E. Hutchinson, supervisor, made the presentation.

Melvin H. Grose, assistant in the Candy Factory, retired August 2 after 29 years with the

Company. The staffs of the Candy Factory and Candy Department, together with many former associates, gathered at Moore's Restaurant, July 31, to honour him. Tributes were paid by Mr. H. R. Screation, merchandise supervisor, Mr. R. D. Hinch, supervisor, who presented Mr. Grose with a portable radio, and Mr. J. Woodhouse, head of department.

Mrs. Mary Barr (Carpet Work-room) retired July 16 after working with the Company over 36 years. She was presented with a handbag and gloves. Mr. W. Reid, assistant (Work-room), did the honours.

Mrs. Minnie McSloy (Grill Room) was the guest of honour at a dinner at Moore's on July 14 on the occasion of her retirement, July 16, after 23½ years' service. She received a leather handbag and a suit case set from the department. Mr. J. D. Laing, supervisor, made the presentations.

Mrs. Annie Biddle (Women's Garment Alterations) (no picture), a member of the Company for over six years, retired July 16. Miss K. Waywood, head of department, presented Annie with a handbag and gloves on behalf of the department.

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CONSTRUCTIVE SALESMANSHIP



A very challenging news letter has appeared, published by the Royal Bank of Canada, and dealing with salesmanship. Every person who is interested in selling, and all of us should be, is advised to obtain a copy of the July issue. Here are a few excerpts:

"Salesmanship deserves a high place in public esteem. It is the salesman who keeps the factory wheels turning, and all of us are salesmen of something or other. . . .

"Not so long ago we took it for granted that inventors lived lives of penury and ended up as charitable cases. It took many years for the product of an inventor's thought to reach the people who could use it to advantage. Today's salesman takes care of that: he introduces the article, and in a few months or a year he has helped to build up a flourishing industry around the inventor's thought.

"Creative selling of that sort is taken for granted as part of our economic system. It is followed by service selling which brings repeat orders and keeps the purchaser satisfied.

"To put it in an elementary way, any reduction in selling activity will inevitably result in fewer orders, in consequent lower production and in unemployment. . . .

"The salesman who wins pre-eminence in his business is one who puts his heart into his work. He analyzes every prospective customer to determine his needs, and this preliminary work is evidence of a frank effort to help solve the customer's problems. He takes stock of himself, every once in a while, to find ways in which he can improve his selling methods, his understanding of human qualities, and his service to people. . . .

"Enthusiasm is needed. It gives the salesman's effort a vital quality, makes him optimistic and forceful, and by creating a bond of sympathy between buyer and salesman it changes prospects' apathy to

interest. Customers usually prefer to do business with a salesman who is enthusiastic about his product and his firm, because the salesman's loyalty gives the customer confidence in both product and company. . . .

"Among the many qualifications of a well-rounded salesman, the most important is knowledge of his goods. And he needs to know in terms of interest of the man who is going to use them. . . .

"A salesman was trying to sell a stove to an elderly lady. He described the construction features at great length, talked about B.T.U.'s, thermostats and automatic damper control. Then the customer interrupted him with this wonderfully human question: 'Tell me, mister, will it keep an old lady warm?'

"Selling, whether by the representative of a great industrial concern or by a store clerk, is what the individual makes it. The salesman or saleswoman in even the most humble behind-the-counter position can add interest to life by applying, within the limits of the job, the principles that have been mentioned as good for the most exalted salesman: sincerity, courtesy, knowledge, and giving timely thought and advice to customers.

"The average customer is not an expert in the thing he is buying. He doesn't know nearly as much about it as the salesman does. This lays upon the salesman an obligation to protect the customer, and to give him, if possible, something better than he would, according to the strict letter of the contract, expect to receive.

"Salesmen, sales managers and firms which pursue such a policy will find that they are making their businesses financially better.

"The success of a business, in all but a small proportion of cases, is based upon repeat sales. These depend mainly upon these points: honest value (*plus* value, if possible) given in the original sale; the sincerity of the salesman in thinking of his customer's interests; the integrity of the firm in seeing that the salesman's promises and pledges are lived up to; and the follow-through to make sure that best use is being made of the goods.

"*The perfect sale is never finished; the end of one sale is the beginning of another.*"



Centre Top—Arrival at Salvation Army Camp. Man with parcel of candy is Major Everett.
Lower Right—At United Church Camp, hobby work. The remainder of the pictures were taken at Lakeside.

YOUR E. E. C. F. REPORTS

The World is a Better Place in Which to Live Because Someone Cares

Although the 12th of August dawned cloudy and very unpromising for nine members of the Eaton Employees' Charitable Fund committee, it proved a day of thrilling experience and pleasure.

Promptly at eleven o'clock two cars pulled out of the Eaton garage carrying these nine people on the committee's annual visit to some of the fresh air camps situated along the shores of Lake Winnipeg.

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YOUR E.E.C.F. REPORTS

(Continued from Page Ten)

Lakeside Fresh Air Camp

By the time Lakeside Fresh Air Camp was reached, the sun had decided to shine and an air of expectation prevailed. First on the agenda was a chat with the amiable superintendent, Mrs. Brown, then a visit to the 99 girls housed in the spacious buildings as they rested after lunch. Following a sumptuous meal, the committee enjoyed a concert of songs by the girls, ably led by Jaclyn Neil, play supervisor.

Camp Robertson

The committee then hastened on to Camp Robertson on the outskirts of Gimli, where they found Mrs. W. B. McKelvie and some of her helpers busy with the duties of camp life. Here a different atmosphere prevailed. Although many young people housed in the spacious main lodge enjoyed a few days of fresh air and sunshine, yet the visitors were impressed with the good work being done for those of indifferent health.

Mrs. McKelvie told of the numerous diabetic patients being treated in the spotless, white hospital; of the mothers with small children, and of the many people who depend on a wheel chair for transportation. One hundred and twenty, all told, trying

to find new strength in the sun to fight the rigours of a Manitoba winter.

Salvation Army Camp

Next stop was Sandy Hook and the camp of the Salvation Army. Here again they found the varied activities of camp life being enacted in another form. Major C. Everett, the congenial superintendent of the camp, told of the many experiences of busy summers, and displayed with pride the neat little cottages which are home to small families for ten-day periods, and the larger buildings for children from six to 12 years. At this camp they witnessed a party of mothers engaged in learning the art of modern home-making, under the expert supervision of Mrs. Everett.

One Hundred Loaves of Bread a Day

Again, as at the other camps, the fact was corroborated that it requires money and more money to operate. For example, we quote some of the daily figures for one camp only: bread, 100 loaves; milk, 50 quarts; potatoes, 1 bushel; meat, approximately 40 pounds a meal, besides the many other extras which comprise one day's consumption.

Finally, after a tasty supper, the party sped homeward, assured that the day had been well spent, and again convinced that the world is a better place in which to live because someone cares.

SO LONG, OLD-TIMERS!

(Continued from Page Eight)

John P. Keane (M.O. Packing) (no picture) retired August 2 after nearly 39 years with the Company. As Mr. Keane was ill, three members of the department went to his home and made a small presentation. The staff, in turn, were touched to receive a box of chocolates from the Keane family.

Teresa Sparks (Cash Office) (no picture), after nearly 37 years' service, retired August 9. As Teresa was on a visit to the Coast, a Westminster chime clock was sent to her as a farewell gift from the staff.

WHAT IS A CUSTOMER?

A *Customer* is the most important person in this Store. In person, by mail, or by telephone.

A *Customer* is not an interruption of our work—he is the purpose of it. We are not doing him a favour by serving him, he is doing us a favour by giving us the opportunity to do so.

A *Customer* is not someone to argue or to match wits with. Nobody ever won an argument with a customer.

A *Customer* is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

A *Customer* is dependent on us—we are dependent on him.

—The Key—Selfridge's



**Dollars
Knocking
At Your
Door!**

How about getting to work, guys and gals? Some bright idea you have about improving Store service or safety measures may be worth money. Write out your idea on a slip of paper and put it in the suggestion box in one of the Time Offices.

S. PROKOPENKO

(M.O. Women's Sportswear)\$5.00

MISS G. D. THORSTEINSON

(General Office) 3.00

Eleven



At lunch in Grill Room



Mayor Coulter

EASTERN SCHOOLBOYS ON

*Sixteen Toronto Schoolboys Tour the
of the Toronto School Board and*

One redhead, a couple of blondes and several brownettes, each one representing a Toronto high school, were guests at a luncheon in the Grill Room, August 20, their final stop before taking the plane back to Toronto.

The boys, who were picked somewhat on the Rhodes Scholarship basis, scholastic ability, sportsmanship, personality and contribution to school activities, were most enthusiastic about their western trip.

Rockies Prove Breathtaking

They were stunned by the Rockies as they supposed most people were on their first visit. Several of the boys would like to settle in the west, either in Vancouver or Saskatoon, said one.

They were most impressed with the kindness shown to them in Winnipeg by Premier Campbell and Mr. Justice E. K. Williams, who shook hands with each boy individually, and chatted with him.

Terrific Meals

Another hit with the boys were the "terrific



Boys arriving at airport

S ON EDUCATIONAL TOUR

*for the West Under the Co-Sponsorship
of the Board and The T. Eaton Company*

meals" (their adjective). They felt most at home in the Vancouver Store's Marine Room, but thought the best meal was the "light supper" provided by the Grill Room on their first day in Winnipeg; half a fried chicken, four vegetables, and peach short-cake!

They liked Winnipeg's wide streets, beautiful girls and football team, but missed the hills and trees and think the pedestrians should have some rights on the streets. Both Toronto and Vancouver have special lights for pedestrians at extra busy corners.

Hazy Geography

They spoke of the average Canadian's hazy impression of geography outside of his own particular community, due, they supposed, to the vast distances. One Winnipegger asked them if Toronto was on the St. Lawrence and they, in turn, expected the trip from Vancouver to Victoria to be a mere half hour instead of over three hours in an ocean-going vessel.

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Premier Campbell



Souvenir picture of the boys in their western hats taken at Winnipeg.

EASTERN SCHOOLBOYS ON EDUCATIONAL TOUR

(Continued from Page Thirteen)

Trip Highlights

The visit to Vancouver was highlighted by a trip up Grouse Mountain, a visit to a salmon canning factory, a performance of "Finian's Rainbow" by Vancouver's Theatre Under the Stars, and a lacrosse game.

In Calgary they were each presented with a ten-gallon white Stetson, and in Winnipeg they had their picture taken in the hats, and each boy received a mounted copy as a souvenir. One lad said gratefully that it was the only picture they had of themselves in a group.

Edmonton provided a trip to the oil fields where boring was in operation and each boy received a souvenir tie with an oil well motif. In Saskatoon the souvenir was a ball point pen. Regina's gift, two cases of fruit, kept them happy during the return trip to Winnipeg.

Mr. John Sage and Mr. John Porter were tour directors. Bill Bremner and Dan Maclean of the Public Relations Office, Toronto, represented the Company. T. M. Miller, Winnipeg Public Relations Office, joined the group at Winnipeg for the trip west.

A 16 m.m. full-colour motion picture was taken of scenic and other points of interest and this will be shown in every Toronto school represented on the group. The school representative will comment

on the film and give his own impressions of the tour.

Judging by the number of impressions the boys had been able to glean in this short trip, and the ease with which they expressed themselves, we only hope that the east sends us more ambassadors of this type. Possibly we could send a few east!

Who Audited the Stock Auditors' Golf Scores?

The Stock Auditors held their annual golf tournament June 27. It was an ideal day for the game and the climax, a super buffet supper at the home of Mr. and Mrs. N. E. Livingston, was enjoyed by all.

Harry Reid, playing championship golf, was the year's winner of the W. H. Matthews trophy, and the following rigid rules and regulations would indicate it is no easy task to accomplish this feat: No stymies.

Play your own ball at all times.

All putts must be holed out.

Pool cues not allowed on greens.

Do not blame greens for poor putting.

Do not step on opponent's ball—unless necessary.

If players elect to play ball out of bush, clubs must be taken in and used. "Anti-anti-I-over" will not be tolerated.

Dropping of golf clubs while teeing off or putting is strictly prohibited, unless person being disturbed is high man.

Penalty stroke shall be taken when same "cuss" word is repeated while voicing displeasure over shot.

Do not improve your lie—under observance of others.

One of the former holders of the trophy, Bud Curtis, was showered with various gifts that could be useful in the near future. He said good-bye to bachelorhood July 4. Possibly this event had some effect on his game?

Eaton's Softball Playoffs Get Under Way

DECOTS TO ENTER FINALS

STEALING HOME!

By Arlene Benson

The semi-finals have been played in the Girls' Division between the Imps and the Royals. The Imps won two straight games, but in each game the Royals gave them a run for their money. Better luck next year, Royals.

The Cubs and Imps meet for the finals that will be a series. Everyone expects it will go to the full number of games.

* * *

Jets showed good sportsmanship by coming out to all the games, though unfortunately they didn't win. Next year they will be better for the season's experience.

* * *

The Royals have a new pitcher, Thorsteinson, this year, who looks quite good. Fast, Simpson, Magnusson and Johnson toed the mark for the Royals.

Cubs are doing well so far. They had a bye in the semi-finals and are now in the finals against the Imps.

Dawson, Hamilton, Surbey, Wreggitt, Davidson and Armstrong are in their usual good form.

* * *

Our good wishes to Eileen Bell on her marriage, and to Wilma Hamilton on her recent engagement to Ivan Smith. Good luck, girls.

* * *

The Imps are a team that have worked themselves close to the winners' spot. They won out in the semi-finals and are all set now to try their luck on the Cubs. Byocal, Jamieson and Sadway are playing very well.

Men's Division

First Game: The semi-finals got away to a good start. The Decots got the jump on the Printers in a closely fought game. Decots opened up with a two-run barrage in the first inning and bunched two more runs in the third. Printers scored in the fourth and seventh innings to make the score Decots 4, Printers 3. The winning battery—Decots: T. Davis and F. Anderton; Printers: A. Findlay, B. Moody and B. Don.

Second Game: The second game was a real thriller. Printers led 6-1 until the top half of the ninth inning when Decots put on the pressure and scored five runs. The game ended in a 6-6 tie.

Features of the game were a triple play by the Printers and the superb hurling of Printers' ace pitcher, B. Moody.

Batteries—Decots: R. Briscoe, S. (Leo Durocher) Dropko, F. Anderton; Printers: Moody, Findlay and B. Don.

Third Game: Ted Davis, Decots' ace hurler, pretty well had things his own way, pitching five-hit shut-out ball. Decots' power at the bat was too much, bunching eight runs in nine innings. Score: Decots 8, Printers 0. Batteries—Decots: T. Davis and F. Anderton; Printers: A. Findlay and B. Don.

Decots now enter the finals against last year's champs, the Rockets.

* * *

LEAGUE STANDINGS

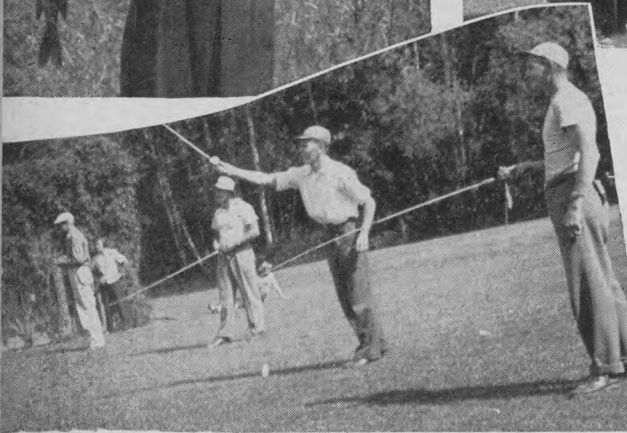
GIRLS' DIVISION

Team	Played	Won	Lost
Cubs.....	18	15	3
Imps.....	18	12	6
Royals	18	8	10
Jets	18	1	17

MEN'S DIVISION

Team	Played	Won	Lost
Rockets	17	13	4
Decots	18	10	8
Printers	17	9	8
Combines	18	1	17

Fifteen



EATON ANGLING CLUB

Family Day Is High Spot of Season

Nearly 75 members attended a general meeting held in the Free Press club rooms where Vice-President Pat Carr presided in the absence of President Arni Cooper. Prizes were awarded for largest catch winners of the July 13 trip to Shoal Lake, and for the trip to the C.P.R. Angling Club Lodge. Members were also given a brief summary of what was in store for them on the Family Day trip to Shoal Lake.

Family Day

Family Day at Shoal Lake, August 4, turned out to be a most successful event. Youngsters and grown-ups enjoyed themselves thoroughly. All turned up at 6 a.m. to board the W.W.D.R. coaches for a day of fishing, races, picnicking and entertainment, even a casting tournament.

The trip out was made lively by a P.A. system carrying music and comments through the coaches, with two clowns keeping the kids, big and little, amused by their antics. On arrival at the campsite, coffee was waiting and most families stopped for a belated breakfast.

Women Winners

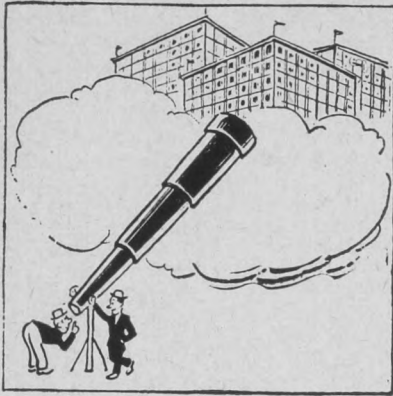
Fishing trophies for the day were presented to

Mrs. J. Platt, Miss J. Gagnon and Mrs. Leo Nicholls. Mrs. J. Platt won the pickerel trophy with a 1-lb. 12-oz. catch, and Miss Gagnon, escorted by Bud Cooper, won the pike trophy with a 4-lb. 2-oz. catch. Mrs. Nicholls took the bass honours with a 1-lb. 3-oz. fighter.

The campsite was a busy place during the afternoon program of races and casting tournament.

The journey home was sparked by a sing-song over the P.A. system. Ice cream, soft drinks and comic books were given out and everybody stepped off the train weary but happy, and had a word of thanks for the executive members for a well organized day. Much is to be said for the work that Arni Cooper, Pat Carr and Wally Mills put into this very successful Family Day.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT

Piece Goods—By Jessie MacIntosh

Best wishes go to Lee Denyer, our cashier in the Sportswear Section, who received a beautiful diamond from Eric McLellan.

Our sick list includes Mrs. V. McLachlan, Staples, and Mr. H. Ross, Stock and Receiving Room. Both are recovering from operations. We hope they will soon be back with us.

Hosiery and Lingerie—By Angela Tregor

Best wishes are extended to Juanita Miller and Neil McLennan who were married August 16 at St. Anne's Anglican Church. Juanita received a blue satin comforter, presented by Mr. R. M. Clarke, head of department, as a gift from the staff, and the girls held a shower for her at the home of Mrs. G. Carr, July 29, where she received blankets and crystal. Juanita has been with the Company 22 years. Once again we say: "Best of luck and happiness in the years to come."

Shoes—By Chris Mickoski

Hope to see Fran Thorkalson back soon. She is recovering from an operation.

Foodateria—By Ruth Morris

Best wishes to Beverley Dewar who received a lovely diamond from Jim Pyper.

Also to two of our staff who left to be married: Vi Bannon who was presented with a chenille bedspread by Mr. A. Carr, head of department, for the staff. The lucky man is Joe Kilborne. Lorna Castle was married to Roy Ryback and was presented with a bedthrow, also by Mr. Carr.

Luncheonette—By Beulah Blunt

Sorry to hear that Freda Schultz is away ill. We hope to have her back soon.

We are glad to have May Mair back after a long illness following an accident.

* * *

MAIN FLOOR

Drugs—By C. O'Kelley

Our good wishes go with Mrs. Charland, genial demonstrator from our Toiletries counter, who

decided to call it a day. She retired July 31.

We also lost Miss Cattley of the Brush counter, in whose honour a dinner was held by the members of the department at the Nanking.

Mr. Gilles has returned from his quarter-century holiday which he spent in Scotland. He reports having a wonderful time and would like to make a habit of this way of life.

Our sympathy is extended to Mrs. Frederickson, Order Board, in her recent bereavement.

Jewellery—By T. R. Bennett

Anne Jackiewicz was married August 2 to Mr. R. Wargu at Blessed Virgin Mary Church. She received a silver flatware set from the department and was guest at a shower at the home of Mrs. Johnston, July 16, where she received Revere ware. Best wishes from the department.

Congratulations to Homer Britton, our diamond expert, who attained his 44th anniversary with the Company on August 8.

In honour of Roberta McPherson, who was married to G. D. Rae at Regent's Park United Church, August 29, a shower was held at Mrs. Johnston's home. Roberta was given linen and Revere ware at the shower and the department presented her with a table. Best of luck.

Gloves and Hosiery—By Norma Patterson

Ruth Hollberg was married July 18 at King Memorial Church to John Stefansson. The department presented her with a rug at a dinner at the St. Regis Hotel. The girls in the Hosiery took her out to dinner at the Chocolate Shop where they presented her with a chenille housecoat.

We have lost some of our staff this month: Alice Sedman left for her home in Vancouver; Leona Storozuk has gone into training for a nurse, and John Allemand returned to his home in France, though we expect him back in October. Peggy Barry, our office girl, has been moved to the Superintendent's Office, and Richard Taylor, our signature in the Children's Hosiery, has returned to his home in England. He was presented with a sports jacket. Good luck to you all!

Sadie Daien, our "little" stock-room girl, celebrated her 30 years with the Company. The department held a dinner at the St. Regis Hotel where Mr. Humphreys, head of department, in the absence of Mr. A. C. Campbell, presented her with a lovely zircon ring. Mr. Campbell, supervisor, sent a congratulatory telegram. She also received one from Miss Piggot.

Book and Stationery—By M. Lawton

Hello to Carol Koslak who is on our sick list. Hope to see you soon.

Catherine Tait was married to Ray Douse, July 25, at Norwood United Church. She was presented with twin boudoir lamps and a china flower bowl with our best wishes for the future. Mr. S. C. Florence, head of department, did the honours.

Notions—By V. Gillespie

Glad to hear that our supervisor, Mr. S. H. Williams, is making such a wonderful recovery.

The department has a new bowling team, known as the Whispers, who will play in the Eaton league during the coming season. We're expecting great things of these Whispers!

CONTACTS

SECOND FLOOR

Fancy Goods—By Mabel Deacon

Glen McWhinney, formerly of our Stockroom, left July 28 for the Edmonton Store. The department gave him a ring and a watch. Best of luck in your new position.

We are glad to note that our supervisor, Mr. Williams, who is in the hospital, spent the long week-end at home with his family.

Piece Goods and Patterns—By Jean Sigurdson

Our sincere sympathy is extended to Mrs. Marge Poppele in the loss of her father-in-law.

Glad to see Emma Wight back following a lengthy illness.

Congratulations to Mr. and Mrs. Des MacCourt on the birth of their son, Fergus John.

* * *

THIRD FLOOR

Stoves and Plumbing—By Joan Hall

Congratulations to Mrs. Kay Millin on the birth of David John, July 28; weight, 8 lbs. 7 oz.

Best of luck to Jim Thorpe, Heating Section, who has left us.

China

Emma Giasson was presented with a floor lamp by Mr. V. Dancer, supervisor, on behalf of the staff. She became the bride of Maxime Schiavoni on August 2 at Sacred Heart Church. The girls held a shower at Mrs. Vera Simpkins' home and presented Emma with kitchenware. We wish both Emma and Max much happiness in their new life together.

Meats—By H. Mensforth

We are sorry to report that Mr. Horton has had to undergo a serious operation, but pleased to hear he is making satisfactory progress. Hurry and get well, Bert, we miss you.

Welcome to Ernie Watson who joined our staff this summer. Ernie is from Newbiggin, Northumberland, England.

There was great excitement in the department August 12, for it was Ernie's wedding day and his bride, E. Heath, came all the way from Stockton-on-Tees, County Durham, England, to get her man. On behalf of the staff Mr. A. Hodgson, supervisor, presented Ernie with an electric iron and toaster in honour of the occasion. We all wish them every happiness.

Our deepest sympathy goes to Mrs. Walker in the loss of her mother.

Glad to report that Mrs. McArthur, Sausage Kitchen, is coming along well following her recent operation. Hope to see you back soon.

* * *

FOURTH FLOOR

Beauty Shops

Good wishes to Grace Ahearn who received a diamond from Fred Senshu, August 4. The wedding will take place on November 1.

Millinery

Congratulations to Mrs. Helen Carter who became the proud grandmother to a baby girl, July 26.

Eighteen

Women's Sportswear

Our best wishes go to Yvette LaFrance who was married July 26 to Raymond Hay at Norwood United Church. Miss E. Hukkanen, head of department, presented Yvette with a Coalport floral centrepiece from the staff. The girls also held a shower for her at the home of Mrs. Radley, where she was presented with a figurine.

Congratulations to Mr. and Mrs. Leslie Woodcock (nee Doris Milne) on the birth of a daughter, July 14.

Coats and Suits—By M. I. Bowen

On July 13 the girls spent a wonderful afternoon reminiscing when Mrs. Latimer Lloyd, Little Britain, entertained at luncheon in honour of Miss E. Charles (Charlie). Miss Charles has been retired for about two and a half years and is now making her home in New Westminster, B.C.

* * *

FIFTH FLOOR

Girls' Wear—By Gwen Clarke

Our best wishes to Jean Murray who received a diamond from Leo Clarke of the Children's Shoes, on August 1.

Children's Shoe Mutterings By Wm. MacHutcheon

Friday, August 1, was a memorable day for one of the most popular couples in the Store when golden-haired Jeannie Murray (Girls' Wear) became engaged to our lanky Leo Clarke. Best of luck in the future.

Boys' Furnishings' gain was our loss when Margaret Andrews moved to that section of the fifth floor. Mr. P. Carter, supervisor, made a presentation to Margaret on behalf of the department and wished her all success in her new surroundings.

Grill Room Products—By Margaret Wilson

The girls of the restaurant bar met at the home of Margaret Lee to honour three of their members who have left. Alice Grahame was presented with a piece of furniture and Olga Wally with a train case. Eleanor Keller received a black purse.

Ruth Buffie returned from her holiday trip wearing a lovely diamond from Steve Wesioly of Toronto. Best wishes to you both.

Noel Kaiser has left to take a three-week cruise with the sea cadets. After that he will make his home in the United States. The farewell gift from the department was a gladstone bag.

A shower was held for Bernice Jaworoski and Helen Luy on August 7. Their marriages took place August 16. Bernice was presented with a lamp and Helen with a coffee table. Helen received blankets and Bernice a bedspread from the Grill Room staff.

* * *

SIXTH FLOOR

Paints and Wallpaper—By Daisy Ross

We extend our good wishes to Marie Downey who married Kenneth Gray, August 9, in Fort Worth, Texas. The department presented Marie with petit-point pictures.

Carpets—By Gladys McLean

Congratulations to Rowland Reader of our Work-room on the birth of a son, Albert Thomas Gregg, July 4. He weighed 7 lbs. 6 ozs.

Congratulations also to Mrs. Vera Beattie who became a grandmother once again.

General Office—By Irene Adam

Old man stork was certainly busy last month. He left a baby daughter, Laurane Dorothy, with Audrey Reed, and a little son, Ronald Stephen, with Ruth (Peterson) Chambers. The office sends its best wishes to the two new mothers and also to Al Sizeland who is proud of a baby daughter, Karen Joyce.

Cupid has also been working. Three more of our girls are flashing lovely diamonds: Florence Moody, Gladys Walker and Margaret Gallimore. The lucky men are Frank Stone, Victor Webber and Grant Gair.

* * *

SEVENTH FLOOR

Electricals

We are glad to have Marg Kirk back on our office staff after an operation.

Hope to see Betty Leson and Mr. N. B. Buckboro back soon.

Radios—By Flo McDowall

Congratulations to Russ Kehler and his wife on the birth of a daughter, Lynn Diane, August 8.

Carol Gilbert left us to take up nursing. The department presented her with a corsage and a nurse's pen and pencil set.

Welcome to a new member of the office staff, Diane Morham.

* * *

EIGHTH FLOOR

Telephones

Sorry to report that Jennie Fink (Provision Orders) is in the hospital undergoing a serious operation. Our best wishes are extended and we hope to hear reports of an easy convalescence before long.

Our sympathy to Annie Gibb (Provision Orders) who has received word of the death of her brother, A. J. MacAulay, in Vancouver. Eatonians may remember him as a one-time member of the M.O. Women's Coats and Suits.

Good-bye and good luck to Ginnie Carswell, the office whiz, after two years with us. She's decided she'd better devote herself to full-time housekeeping. Presentation of lingerie was made by Mr. H. McIntyre, assistant, on behalf of the Order Room and Switchboard staffs.

Mary Resbeka has left our switchboard to move with her husband to Saskatchewan. We'll miss her sunny smile. A gift of pearl necklace and ear-rings marked her last day with us.

Grace Wilsie MacDougall, former head girl of the Meat Order Board, died recently. Her loss was felt by many of her old-time colleagues.

Deepest sympathy is extended to Marion Fredrickson, Drug Order Board, on the loss of her son, Robert.

Budget Plan

Best wishes to June Joyce who received a beautiful diamond ring from Wally Wood on her birthday, July 17.

A new member of our staff, Marlene McComb, was married to Peter Ireland, August 2, in First Presbyterian Church. The gals presented Marlene with flatware. Good luck to you both.

Our deepest sympathy is extended to Joan Sneesby on the passing of her father, August 11.

Ticket Office—By Jean Davidson

Congratulations and best wishes to Janet Glass who received a beautiful diamond July 26 from Lloyd Webb. The wedding will take place in West Kildonan United Church, Saturday, September 27.

Francine Wreggitt was presented with an identification bracelet and corsage when she left the department on August 16. Best of luck, Fran.

Women's Garment Alterations

By Helen Ledocbowski

Agnes Adams is vacationing in Portland, Oregon, following her recent operation.

Eva Contafio was married to Egidio Giardino on July 2 at the Holy Rosary Church. She was presented with a lovely plate glass mirror from the department. Best wishes Eva and Egidio.

D.A. Office Chatter—By E. Landsley

Our best wishes to Gilda Simpson who left the office to become the wife of Don McEwan. The girls gathered at a shower to present Gilda with a torchere and an electric iron. On behalf of the staff, Mr. R. M. Clark, head of department, gave Gilda an electric kettle. Best of luck to you both, Gilda and Donny.

A shower was held at the Homestead in honour of Urstla St. Dennis on July 9, where she received bedding and linen from the girls. Mr. L. Mills, assistant, presented the bride-to-be with a mirror as a wedding gift from the office staff when Urstla left to exchange vows with Merv Richardson.

Good wishes also to Doreen Humby who married Reg Doherty, July 26. Mr. L. Mills presented Doreen with crystal and coffee spoons as a gift from the department, and the girls gathered at a shower at The Homestead to offer Doreen a pair of Trapper Point blankets.

Well, we didn't exactly say good-bye when part of our office staff moved away, because they didn't go very far. In fact they're right next door. They now belong to the Contract Accounts. In honour of their years of service with the D.A., Mr. L. Mills made a presentation of a set of suitcases to Mrs. Anne Reid, a portable radio to Mary Matthews, a Trapper Point blanket to Mrs. Verne Peters, and a travelling case to Margaret Wallace.

We lost another member of our staff this month when Jean Kumhyr left August 7. She was presented with a jewel case and a rhinestone pin and ear-ring set. Best of luck in the new job, Jean.

Our very best wishes go to Alayne Archer who is wearing a beaming smile and a very beautiful diamond ring, presented by Ted Rudolph.

Eaton Women's Golf Club

Attention, Members!

Just a reminder, gals, to keep Wednesday, September 17, open for our fall season wind-up. Watch the bulletin boards in the Time Offices for further details.

Finlay Cameron, City Time Office, wishes to acknowledge all the kindnesses that have been lavished on him during his illness. He is very appreciative and sends thanks to all his friends.

IN THE MAIL BAG

THIRD FLOOR

Drug Factory

The staff gathered July 25 to bid farewell to our esteemed manager, Mr. C. D. Botting, and to congratulate him on his new appointment to the Toronto Drug Factory. The department, with friends, met at the home of Miss M. Lightfoot where Mr. G. P. Blakeman, supervisor, reminisced over his association with Mr. Botting during college days. Mr. F. Eades, assistant, on behalf of the department, presented Mr. Botting with golf clubs.

* * *

FOURTH FLOOR

M.O. Boys' Clothing—By J. Leighton

One morning last month Agnes Cunningham's sunny disposition was brighter than usual. The reason was the diamond she had just received from Emil Feniuk.

Congratulations to Wally Reid on the birth of a son, William James, on July 22.

* * *

FIFTH FLOOR

M.O. Radios—By Mina Doolan

Gordon Dempster Hamilton was married, July 19, to Beatrice Winters of 117 Department, at Calvin Presbyterian Church. On behalf of his co-workers, Mr. P. J. McRae, head of department, presented Gordon with an electric floor polisher.

Another wedding followed August 16 when Irene Lamprecht married Paul Deda in the St. Vladimir and Olga Cathedral. The department gift was a chenille bedspread. The girls held a breakfast for Irene and presented her with a teapot.

M.O. Draperies—By I. Eilmes

Helen Kotowich was married to Edward Watson in St. Mary's Cathedral on August 9. The girls held a shower for her at which she was presented with wool blankets. Best wishes to you both.

* * *

SIXTH FLOOR

M.O. Linens and Staples

Congratulations to Dave Carson and his wife on the arrival of a son, Thomas Roy, on August 11.

We wish a speedy recovery to Phoebe Field who is convalescing in the hospital.

We had a welcome visit from Mr. J. R. Hearst, one of our retired members. He and Mrs. Hearst have returned from a motor trip to British Columbia.

M.O. Dress Goods—By M. Middleton

Ivy Lewis sailed on the "Scythia," July 27, to visit her birthplace, Leicester, England, for her quarter-century holiday. She is planning to visit Windsor Castle, also Edinburgh Castle. She has many relatives and friends overseas, including R.A.F. boys entertained by her family during the war who are looking forward to her visit.

Twenty

SEVENTH FLOOR

M.O. Women's Coats and Suits

Sarah Emms was married June 21 at St. Paul's United Church to Richard Scharf. On behalf of the staff, Mr. J. W. MacKenzie, head of department, presented her with a dinner set.

On the same day Joyce Stewart married Stan Kraft at Crescent-Fort Rouge United Church. The department presented her with a boudoir lamp. Our best wishes for many years of happiness to our two brides.

M.O. Lingerie—By B. Nash

Best wishes to Anne Solatycki, whose marriage to Mr. J. Sokierka took place August 16. Anne was presented with a bedthrow from the department, and a dinner was held at Rae & Jerry's, August 6, in her honour.

M.O. Women's Dresses

Congratulations to Mr. and Mrs. W. J. Maskell on the birth of a son, July 9.

Anne Styron has left to reside at the West Coast. She was presented with a pin and ear-rings. Best of luck, Anne.

Our sincere sympathy is extended to Hazel Bailey in the loss of her aunt.

EIGHTH FLOOR

M.O. Salesroom, Files and Correspondence By G. Brownlee and L. Lauch

Our best wishes to three of our girls who have recently been married: June Fedi married Dennis Lavalley, July 19, at St. John Cantius Church. She was presented with blankets from the department and an iron from the girls. A shower was held at which she received kitchenware.

Alma Schaw married Kenneth Fitch, August 2, and the girls presented her with a bedthrow and sheets.

On August 16, Steffie Keba married Alex Keith at Cook's Creek Church. She received an electric kettle from the department and lamps from the girls.

Agnes Farkas received a sparkling diamond from Del Johnson. Best of luck to you both.

Glad to welcome Eileen Greaves and Dora Vielfaure, also Marge McKenzie who is back following an operation. Still on the sick list is Dorothy King. Hope you'll be back with us soon.

A weiner roast was held by the girls on the staff. A hay ride and horse-back riding proved very popular. Coffee was served along with the hot dogs. Mary Wrychokowsky led a sing-song with her guitar.

The Five o'Clock Bowlers held their annual beach picnic on July 13 at Grand Beach. It was a lovely sunny day, so plenty of freckles and sunburn appeared on Monday morning.

Our sympathy goes to Esther Cummings in the loss of her mother, July 18.

M.O. Copying—By M. Shepherd

Laura Johnson was married August 16 to Dennis McCarthy at St. Michael's Church, Gimli. The department presented her with a satin comforter

(Continued on Page Twenty-Two)



Winners of the Ball Game

Front row, left to right: M. Poole, E. Smith, M. McIvor, M. Lagarie.
Back row, left to right: R. Wright, L. Green, D. Skedgel, D. Smith, T. Kenny, J. Murray (captain).



PORT ARTHUR NEWS

Annual Picnic Held By Eaton Employees

Approximately 400 employees of The T. Eaton Co. Limited Port Arthur Store and their families held their annual picnic at Boulevard Lake near Black Bay Bridge, Wednesday afternoon.

A program of races was run off under direction of J. Cockell. Chairman of the picnic was Al Thomson. The refreshment booth was in charge of Mamie Yagnach and George Cruickshanks. Committee members were H. Adderley, K. Lepper, J. Smith, H. Hillman, J. Cockell, E. Switzer, J. Poole, J. McNeill, H. Holseth, W. Graham, A. Jason, M. Yagnach, J. Miller and D. Logan.

Ten mixed baseball teams played a round robin series after the races to conclude the afternoon events. J. Murray led his team of T. Kenny, D. Smith, E. Smith, R. Wright, D. Skedgel, L. Green, M. Poole, M. McIvor and M. Lagarie to a close victory over Ray Masters.

Results of Races

Girls 3-4 — Paulette Gravelle, Judy McNeill, Linda Wilen; Boys—Douglas Parker, Teddy Holseth, Brian Murray.

Girls 5-6—Elaine Stamp, Linda Owens, Pat McDowell; Boys—Ken Bailey, Brian Spearman.

Girls 7-8—Karon McIvor, Janet Cruickshanks, Gloria Guinette; Boys—Rennie Gravelle, Robert Dahl, Brian Spooner.

Girls 9-10—Diane Rolley, Lois Lennard; Boys—Larry Holseth, Bruce Adderley, Larry Grace.

Girls 11-12—Arlene Tweedie, Lorraine Whittingham; Boys—Brian Stamp, Warren Parsons, Jim Sherlock.

Girls 13-14—Marisalisa Cendese, Lorin Whittingham; Boys—Henry Romppain, Jimmy Lennard.

Three-legged—Audrey Andrews and Ray Masters, Dorothy Kohler and J. Kuschak.

Old Maids' race—Valerie Poole, Jean Poole.

Ladies' Shoe Kick—Mrs. Murray, Marilyn McDowell.

Ladies' 100-yard dash—Valerie Poole, Jean Poole.

Men's 100-yard dash—Maurice Fox, Jim Poole.

Winners of the tug-of-war were J. McNeill, captain; J. Poole, C. Baker, D. Earnshaw, A. Holt, T. Currie, C. Spearman, J. Owens, T. Green, W. Millar, D. Skedgel, T. O'Dell, J. Cockell, T. Kenny, R. Masters, B. Ganbee, H. Holseth, J. Taylor.



CONTACTS

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No. 8

Editor: MISS NANCY KENNY
City Advertising

PORT ARTHUR NEWS

Mrs. Yoell Honoured on Her Retirement



Mr. H. E. Perry, assistant store manager, congratulating Mrs. Yoell on her retirement.

Mrs. Mildred Yoell (Caretaking) retired June 28 after 15½ years of service. She was born in Newport, Wales, and joined the Company in 1936.

Following the presentation of a purse by Mr. G. D. Nelson, Store manager, as a gift from the staff, and a beautiful corsage presented by Mayme Yagnach (Department 236), Mrs. Yoell was kept busy receiving congratulations and best wishes from the many members of the staff.

We will all miss her cheerful disposition and sympathetic understanding.

IN THE MAIL BAG

(Continued from Page Twenty)

and a wool bedthrow. Jo Korzak held a shower at the home of Kay Lewis at which Laura received a set of Susie Cooper dishes and a large mirror.

Vera Krist also left. She married Michael Mason on August 2 at St. Michael's Greek Orthodox Church. She was presented with table lamps from the department and a shower was held in her honour.

M.O. Complaints—By J. Baynes

Congratulations to Mrs. Stanley Aubert (Alice Wright), formerly of our department, on the birth of a son.

Good-bye and good luck to Gordon McCann who left to take up new work. Gordon was presented with a toaster from the department.

* * *

PRINTING PLANT PATTERN

By M. Torrance

Friday, August 15, was the time to say "au revoir" to five of our fellow members:

To Mr. Del Dobbin and Mr. R. Jones who are leaving the Company, success in your new ventures;

Mrs. M. Rutherford, a colleen from the Emerald Isle, who has served the Company for 22 years;

Mr. C. Sugden who retired after 33 years of service;

Mr. T. Griffith with ten years of service.

Dick and Tommy are both sons of old England. To all three we wish the best of health and happiness in their well-earned retirements.

Health, happiness and many years of married bliss is our wish for Terry Bernardine who was married August 23.

In Memoriam

MR. DONALD L. McNABB

It is with regret that *Contacts* reports the death of Donald L. McNabb, head of department, Furniture, Lethbridge Store, on August 16. Mr. McNabb was on the staff of the Lethbridge Store for 23 years. In his younger days he was prominent in softball, soccer and basketball circles. He was junior warden of the Lethbridge Lodge No. 39, A.F. & A.M., a member of the Royal Orange Lodge No. 1666, and secretary of the Lethbridge District Council of the Canadian Cancer Society.

Our sympathy is offered to his widow, one daughter, one son, two brothers and four sisters who survive.

In Memoriam

MR. JEFFERY THOMAS DOUGLAS

Assistant with the Delivery Department, Jeffery Douglas passed away on July 25 after a lengthy illness.

Born at MacGregor, Manitoba, Jeffery joined the Company with the Delivery Department as office boy over 35 years ago. He was keenly interested in curling.

Besides his widow, Jeffery is survived by his mother and three sisters, Mrs. L. R. Fennell, Mrs. William Rumsey, Jeannette, and a brother, Edwin. We offer them our most sincere sympathy.



MR. JOHN S. BRODIE

While holidaying at Grand Beach, John S. Brodie, a press feeder with the Box Factory, was drowned at the early age of 29. Born in Winnipeg, he joined the Company in October, 1941, and with the exception of two years' war service with the Royal Canadian Artillery, has been with the Company ever since.

Besides being a member of St. James' Presbyterian Church and Eldon Royal Black Preceptory No. 685, he was very interested in bowling and was secretary-treasurer of the Saturday-Niters Mixed Bowling League.

John's mother, a sister, Annie, and a brother, Rodger, survive. We extend to them our sincere sympathy.

MR. GEORGE WILLIAM BERRY

George William Berry, retired, estimator with the Store Lumber Department, passed away July 6. Mr. Berry had been with the Company 28 years at the time of his retirement in October, 1947.

Born in Wolsley, Lancashire, England, Mr. Berry was a member of the Eaton Lawn Bowling Club, the Winnipeg Jockey Club, and had been affiliated with St. Philip's Anglican Church.

Our sympathy is offered to his widow, a son, Rowland, two daughters, Mrs. J. H. Rheaul and Mrs. J. O. Seath, and his sister, Mrs. R. Holliwell.

MR. A. MacAULAY

Word was received of the passing of Mr. Andy MacAulay in Vancouver, on July 31. He joined the Company in 1915 and retired to Vancouver in 1950. All of Mr. MacAulay's service was spent with the M.O. Women's Coats and Suits where he was exchange signature.

Our sympathy is offered to his widow, one son and daughter who survive, also to his sister, Mrs. Annie Gibb, with the Grocery Order Board.

Our sincere sympathy is offered to these members of the staff who recently suffered bereavements:

In the Loss of a Father

MRS. J. FANSHAW (Hostess Shop)
MRS. H. McDONALD (Farm Implements)
MISS E. McDONALD (General Office)
MRS. B. HAYDEN (Printing)
MRS. A. LUSH (Shirt Factory)
DR. W. F. MacKENZIE (Hospital)
MR. W. KARPIAK (Shoe Repairs)
MISS D. FLORENCE
(M.O. Correspondence)
MR. M. HOHENSTEIN (Delivery)
MRS. C. LeCLAIR (M.O. Women's Shoes)
MR. K. J. POTTER (Fort William)

In the Loss of Her Son

MRS. M. FREDERICKSON
(Drug Order Board)

In the Loss of a Mother

MISS E. CUMMINGS
(M.O. Correspondence)
MR. F. HAMILTON (Garage)
MRS. A. ZOEHNER (Printing)
MR. D. SMITH (Customers' Decorating)
MRS. C. WALKER (Meats)

In the Loss of a Brother

MISS B. PARKER (Draperies)
MRS. A. GIBB (Grocery Order Board)

In the Loss of a Baby

MR. R. WILLIAMS (M.O. Women's Shoes)

In the Loss of Her Foster Mother

MRS. I. KNOTT (Curtains)

In the Loss of a Sister

MRS. S. PREECE (Drapery W.R.)

Besides Mrs. Frederickson's son, Robert, the Berens River air crash claimed the life of Mr. A. W. McLellan, formerly of our Time Office, and a brother of Mr. H. E. McLellan, head of Departments 256, 260 and 261, Victoria.



Modernized 8th Floor Offices

(Above) New D. A. Office

(Below) The Budget Plan Office

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WINNIPEG CANADA